

SGN



VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

- All permanent commercial, multiple-family, and institutional signs (displayed for more than 30 days), regardless of size, require issuance of a sign permit and approval by the Design Review Board.
- Signs are subject to review for compliance with both the Village Sign Code and the Village's Design Guidelines. (A summary of the major design objectives is included below.)
- For assistance in determining compliance with the Sign Code and Design Guidelines, contact Christopher Marx, Associate Planner, at 847.716.3587 or email cmarx@winnetka.org.

Process of approval of signs

The Design Review Board meets on the third Thursday of each month (see attached calendar for meeting dates and application deadlines). Applicants and/or their representatives are required to attend the Design Review Board meeting in order to address any issues raised by Board members.

Permits are issued shortly after approval by the Design Review Board.

The Design Review Board evaluates sign permit applications for consistency with the Design Guidelines. A copy of the complete Design Guidelines can be requested by contacting the Community Development Department at 847.716.3527. The Design Guidelines are also available online at www.villageofwinnetka.org.

Coordination with other building alterations

Awnings – If sign modifications include new or modified awnings, please submit a separate Awning Permit Application, together with a consolidated sign and awning plan showing both awning and sign details. The specific requirements for sign plan details are noted on the following pages.

Other building alterations – Where signs are proposed together with other building alterations such as changing paint color or façade materials, or other exterior building alterations, plans and specifications detailing such changes shall be submitted together with an application for Certificate of Appropriateness.

To expedite the design review process, please submit sign, awning and other alteration plans simultaneously.

Design objectives for commercial signs, as excerpted from Design Guidelines:

- Commercial signs should reflect the character of the building style, while expressing each store's individuality.
- Sign materials are limited to painted wood, canvas, architectural glass and metal.
- Metal signs and plaque materials such as brushed bronze, antique bronze, aluminum, stainless steel and painted cast iron (or similarly appearing materials) are preferred. Highly reflective metallic signs are not allowed.
- Sign color must harmonize with the building upon which it is mounted, as well as adjacent structures. Background colors for the body of the sign are limited to earth tones and primary colors; pastels, neon and secondary colors are not allowed. Lettering color can be unique to the image of the tenant/user.
- Neon lighting or internal illumination is not permitted. Illumination shall be accomplished with spot lighting outfitted with hoods or shields so that the source of illumination is not visible from adjacent streets, sidewalks or residences. Illumination is not permitted within 100 feet of a residential zoning district.

- The majority of signs will be located within the buildings sign band located above the storefront opening and below the second floor window sill.
 - Surface mounted or pin-mounted commercial signs are either fabricated from painted wood or cast metal or flat cut metal, and are to be mounted within the sign band or storefront transom. Height is limited to 75% of sign band height or 14 inches, whichever is less. Surface mounted signs are not permitted on secondary building elevations without a defined sign band.
 - Window decal signs and interior “floating” signs placed within storefront window openings may be placed within the lower section of the storefront and can occupy up to 10% of an individual window area. Decals mounted in the storefront transom area are restricted to 50% of the transom area. Decal signs are restricted to a lettering height of not more than 6 inches, unless they contain store operating hours, which are limited to 2 inches.
 - Window decal signs should be placed on the interior surface of window glass.
 - Projecting blade signs can be round, square or vertical, mounted at the second floor level between window openings or at the head of the storefront. Such signs shall be oriented to pedestrian scale, with dimensions not to exceed 36” height and 24” in depth. Projecting signs are to be mounted on fixed hardware; no swinging or chain mounted signs are permitted.
 - Incidental signs such as building management identification and tenant directory signs should be integrated into a single sign and should be constructed of brushed bronze, antique bronze or painted cast iron. Such signs should not be placed on the prominent street front façade, and should be directed to public residential entries.
 - Ground signs are only permitted at locations where the building is 15 feet or more from the street line, and in instances where ground signs are displayed, no other commercial signs except window signs may be displayed.
-

REQUIRED MATERIALS FOR SUBMISSION

IMPORTANT NOTE: *Photo simulations of proposed signs assist in conveying design intent, but should be accompanied by scaled drawings with appropriate dimensions of both sign and building to accurately convey scale, proportion and placement of sign.*

The Applicant must provide 1 hard copy and 1 electronic copy (.pdf), of the following information. (Email electronic copy to cmarx@winnetka.org.)

- Complete application form (attached);
- \$55 review fee (permit fee of \$60 per non-illuminated sign and \$195 per illuminated sign is assessed at time of permit issuance);
- Sign artwork or representation accurately depicting or calling out all colors and materials of proposed signs;
- Photos of each storefront opening (clearly showing building details);
- Material sample(s) with manufacturer and color specifications;
- Scaled elevation drawings including all of the following elements depending on sign type:
 - **Window signs**
 - Dimensions and area of window glass area;
 - Proposed height of lettering (conforming with recommended maximum height of 6 inches);
 - Dimensions and area of proposed sign area (conforming to 10% sign area limit).

Note: Sign area calculation includes area of all copy and associated artwork enclosed within a rectangular or circular area. Signs located within two feet of another sign are considered along with the space between as a single sign for purposes of calculating sign area.

- **Wall signs**
 - Scaled elevation drawing should provide overall storefront dimensions, as well as dimension of background area for the proposed sign, such as the sign band, transom panel, storefront column or other details, in order to convey scale and proportion of proposed sign;
 - Proposed height of lettering (conforming with maximum height of 14 inches and no more than 75% of height of sign band);
 - Dimensions and area of proposed sign (conforming to 15% total signage area for storefront.
- **Projecting signs** – Accurate representation of sign dimension above sidewalk (minimum 8 feet), projection from face of building, and placement on storefront relative to window/door openings.
- **Ground mounted signs** – In addition to detailed elevation plans, include a site plan accurately showing location of sign on site, and proximity to property lines and adjacent buildings.

Applicants and/or their representatives are required to attend the Design Review Board meeting in order to address issues raised by Board members. The Design Review Board meets on the third Thursday of each month. Please refer to the following schedule of meetings and submittal deadlines:

MEETING DATE	SUBMITTAL DEADLINE
January 21, 2021	December 31, 2020
February 18, 2021	January 28, 2021
March 18, 2021	February 25, 2021
April 15, 2021	March 25, 2021
May 20, 2021	April 29, 2021
June 17, 2021	May 27, 2021
July 15, 2021	June 24, 2021
August 19, 2021	July 29, 2021
September 16, 2021	August 26, 2021
October 21, 2021	September 30, 2021
November 18, 2021	October 28, 2021
December 16, 2021	November 24, 2021
January 20, 2022	December 30, 2021
February 17, 2022	January 27, 2022
March 17, 2022	February 24, 2022
April 21, 2022	March 31, 2022
May 19, 2022	April 28, 2022
June 16, 2022	May 26, 2022
July 21, 2022	June 30, 2022
August 18, 2022	July 28, 2022
September 15, 2022	August 25, 2022
October 20, 2022	September 29, 2022
November 17, 2022	October 27, 2022
December 15, 2022	November 23, 2022

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business		Primary contact name		Phone No.	
Street Address					
City		State	Zip Code	Email	

Sign Company

Name of Sign Company		Primary contact name		Phone No.	
Street Address					
City		State	Zip Code	Email	

Property Owner

Name of Company		Primary contact name		Phone No.	
Street Address:					
City		State	Zip Code	Email	

Sign type(s):
(check all that apply)

window graphics wall-mounted sign ground-mounted sign

projecting sign other _____

Additional description of sign type and materials _____

OFFICE USE ONLY: PERMIT FEE (\$60/\$195 per sign) _____
CONDITIONS OF APPROVAL: _____